

HEATED MERCHANTISER FOR BREAD AND THE LIKE

ABSTRACT

A merchandiser for elongate loaves of fresh baked bread includes an open rack having a generally vertically extending rear wall, front wall, and side walls. The open rack further contains a bottom wall having at least one opening to permit the vertical flow of air therethrough, and is configured to support thereon the ends of the elongate loaves of bread in a generally vertical, freestanding, side by side relationship. The merchandiser includes a base which supports the open rack, and has a generally enclosed interior with a heater disposed therein for selectively heating the air, whereby the heated air flows upwardly through the opening in the bottom wall to warm the vertically stacked loaves of bread to maintain the fresh baked smell and feel of the bread loaves.